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KOCHS

BARBER FURNITURE
and Accessories of Distinction

CATALOG No. 71

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No. 71

THEO. A. KOCHS COMPANY, NORTH WELLS, HILL & ELM STREETS, CHICAGO 10, ILLINOIS . . . 300 MESEROLE STREET, BROOKLYN 6, NEW YORK

KOCHS

EFFICIENCY-ENGINEERED, COMFORT-FASHIONED,

With the Time-Proven Hy-Lo-Draulic Mechanism

EASY TO LOOK AT, easy to operate, easy to work with, that's the aim of Koch's Working-Efficiency-Engineering. Many long years of trouble-free service ahead for you with this sturdy chair. Ruggedly constructed, yet daintily graceful from its stout porcelain enameled base to its comfort-fashioned cushions and headrest.

Full protection for the fine leather upholstery is provided by the strong cast iron back frame. Prevents wear on the back, where you touch it every time you recline the chair. Handsome protection too, with its brilliant chrome plated finish.

Equipped with the famous "Finger Tip Control"—just turn the little handle trigger and it reclines easily to any position. And once it is there, it stays until you release the super-positive lock.

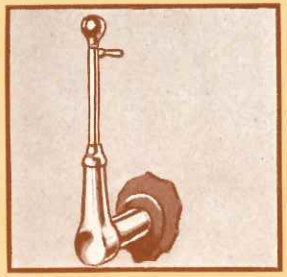
Comfortable upholstered leather cushions are slanted for your working comfort so that the customer sits up straight. Rolled front on seat cushion for longer wear.

Harmonizing colored panels in stout chrome plated iron seat rail are combined with the sturdy base and its glittering kick ring. Back is securely held by the giant-strong iron back frame. Well padded arms with chromium plated arm tips. Completely equipped with manicure sockets, towel bar, and strop ring.

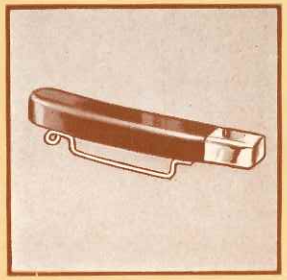
KOCHS NO. K-2548 BARBER CHAIR

"Hy-lo-draulic" HIGH ENOUGH LOW ENOUGH

Plus Values – with Every



The famous "Finger Tip Control" for easy operation.



Comfort-fashioned arm with chrome arm tip. Complete with towel bar and strop ring.

D 15-8

EYE-APPEALING

High Enough, Low Enough for Any Barber

THE DE LUXE BARBER CHAIR, easy to look at, easy to work with. Engineered by Kochs' for your working pleasure. Rugged construction combined with simple grace—and so easy to operate.

Naturally it has the famous Kochs' "Finger Tip Control", making it easy to recline, yet holding the chair in any position positively and securely. Comfort-fashioned leather upholstered cushions are slanted so that the customer sits up straight, making your work easier—and soft, too.

Sturdy base has porcelain enameled inserts so you can work out many interesting color combinations. You can harmonize or contrast these too with the seat rail inserts and the genuine leather upholstery.

KOCHS NO. K-1948 DE LUXE BARBER CHAIR

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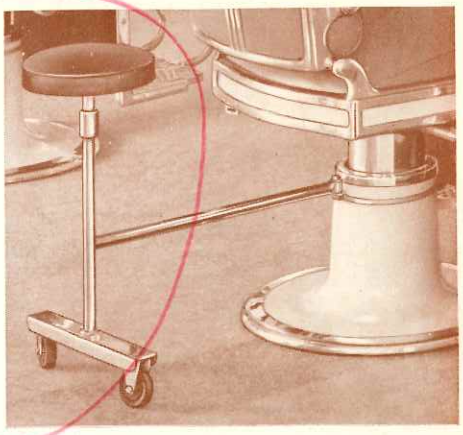


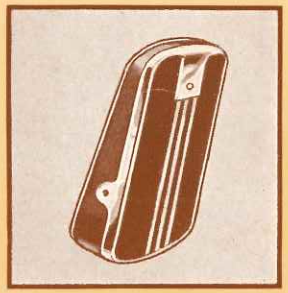
TAKE A LOAD OFF YOUR FEET with the stoutly constructed Kochs' Barbers' Rumble Seat. Comfortable sponge rubber seat is adjustable in height. Rubber tired floor casters provide balance, no danger of tipping the chair with this seat. Easily attached to the base of the chair with a stout steel strap. Harmonizing on any chair with its shimmering chrome plate finish.

KOCHS NO. K-2580 RUMBLE SEAT

Kochs

Kochs Barber Chair

Soft, slanted upholstery Customer sits upright. Rolled front for longer wear.



Less wear on the leather with this heavy cast iron back frame, brilliantly chrome plated.

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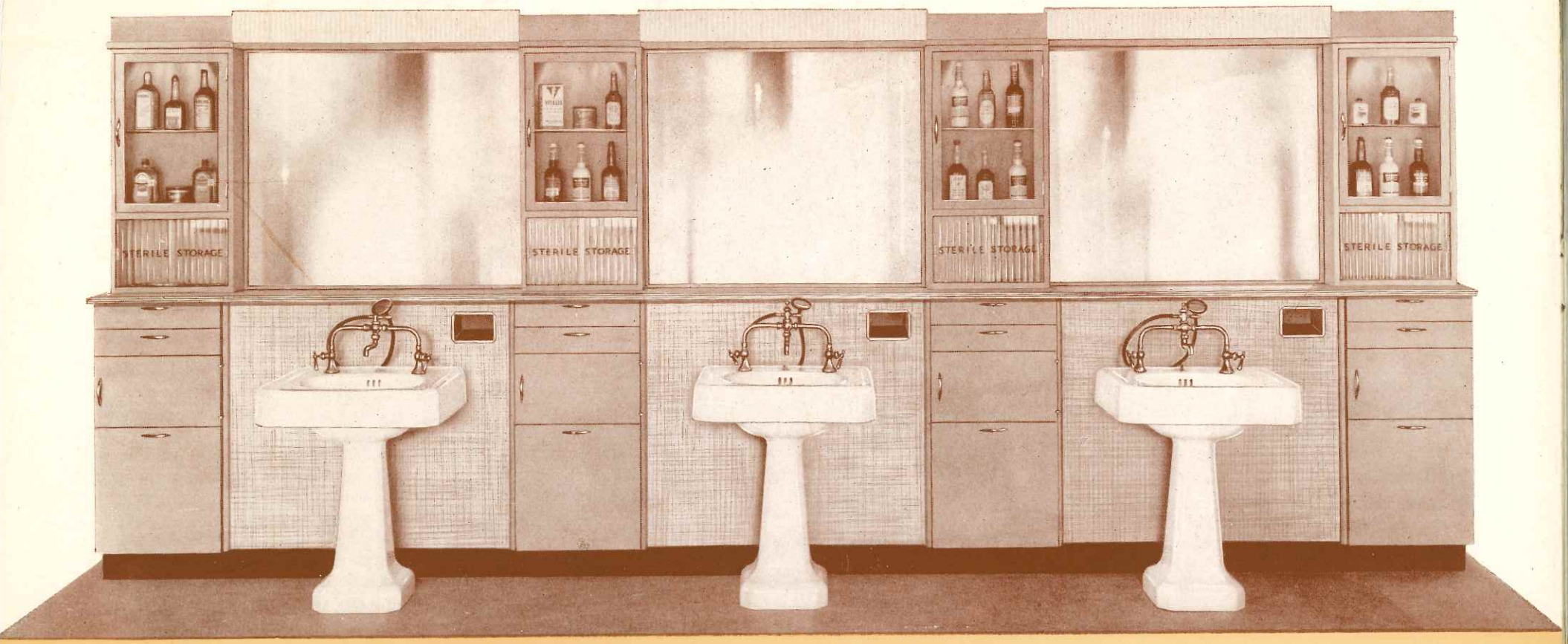
Hy-lo-draulic
HIGH ENOUGH
LOW ENOUGH



SELL WHILE YOU SERVE

SUPER DISPLAY IN THE MODERN MANNER. The newest in fine Back Bars for the discriminating shop owner. Handsome Limed Oak, combined with eye-easy Grey Linen Formica. Distinctive sliding ribbed glass doors in the Sterilizer Compartments. A decorative capping over each mirror of frosted ribbed glass.

Efficiency-engineered to make your work easier and more enjoyable. Double height cabinets, stoutly constructed, have glass enclosed Display Cases, fully equipped with a strong plate glass shelf. Sterile Storage Area beneath the displays, with modern ribbed glass sliding doors, with distinctive lucite handles. Inside, a shining reflector to throw the ultra-violet light of the Sterilray Assembly over razors, shears, combs, and other working tools.

Everything needed for storage and convenience in the bottom sections of the cabinets. Two man-sized drawers, one with a lock, for tools and implements. Beneath, a generous storage compartment that's just the thing for clean towels. Bringing up the bottom, just as efficiently, the easy-operating soiled towel compartment with its protective metal hamper to minimize dampness damage to the fine wood. The finishing touch is the chrome handles.

Loads of outside shelf space on the cabinet tops and wainscot tops, handsomely covered in Black Formica and wear-resistant trimmed in stainless steel edging. The Grey Linen Formica wainscots provide a smart contrast to the Natural Limed Oak. Time savers, ready for action, built in Clipper Compartments, smartly trimmed in chrome. Duplex electric outlet furnished with each section.

Handsome, strong plate glass mirrors, measuring 42 by 35½ inches, are recessed. Overhead, the decorative capping of frosted ribbed glass with an economy-operated, powerful fluorescent tube behind it, providing light also to illuminate the enclosed Display Cases.

Superbly dimensioned from the black and white mottled rubber base to the crowning capping, its height over-all is 83 inches. Length of two chair case, 11 feet, 6 inches. Length of 3 chair case, as illustrated, 16 feet, 6 inches. Each additional section is 5 feet long.

The lavatories illustrated are not included with the Mirror Case, but are No. K-8000, available in White Porcelain Enamel only. Please also see No. K-2647 Pedestal Lavatory on page 9, available in colors to match your barber chairs.

KOCHS NO. K-955 SUPER MODERN DISPLAY MIRROR CASE

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Avoid messy cords. The new revolutionary Clipper Reel. Optional equipment. Specify if desired. Cord reels back into case when clipper is not in use. Automatic stop on cord when pull out, easily released.

THAT BLUE BULB IN EACH CABINET emitting ultra-violet rays invites questions, creates comment. You of course tell the customer that you provide an extra service "on the house". Sterile tools and implements put in those cabinets stay clean and germ-free until they are taken out for use in serving the customer.

The cabinet for each barber is equipped with the Westinghouse Sterilamp, a blue burning bulb that keeps the air in the cabinet sterile and clean. Made of well seasoned wood, handsomely finished in Walnut, fully equipped with 2 over-size perforated metal shelves.

Combine that blue light shining through the glass doors of the cabinet with the striking design of this Back Bar and business just keeps on increasing. Modern brick-like glass panels add a touch of distinction and refinement above each sturdy cabinet. And they can be lighted for decoration.

Ample shelf space for bottles and latherizers on the wainscot tops, finished for long wear in Black Formica and accented with stainless steel edging. The Tan Linen Formica wainscot faces contrast handsomely with the Walnut Cabinets. And built right in, the new and handy Clipper Compartment to keep the clipper ever handy

KEEPS THE CUSTOMERS TALKING

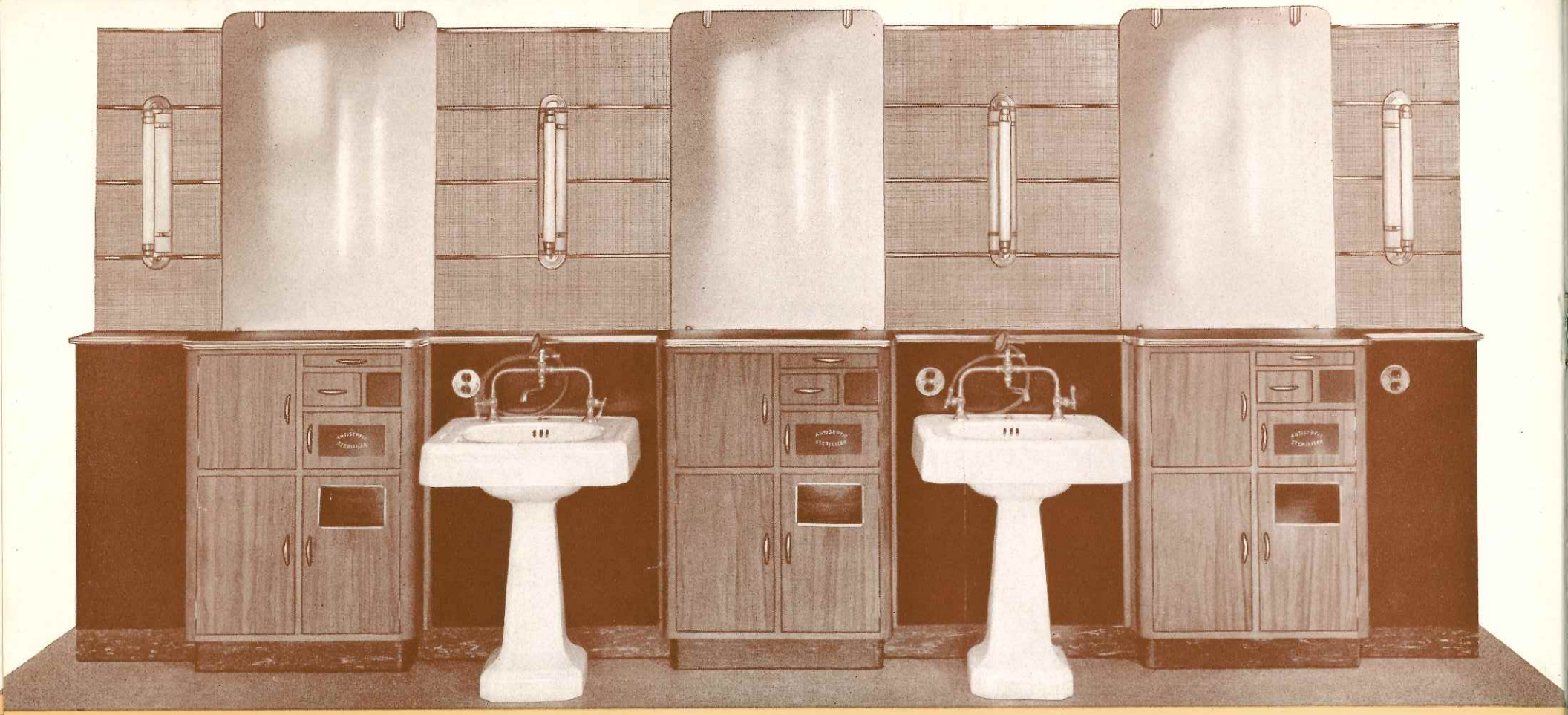
and ready for service. Duplex electric outlet with control switch for the Sterilamp right below the clipper area.

The fixture illustrated is also equipped (Optional accessory. Be sure to order if desired.) with the revolutionary new Clipper Reel which may be installed on any Back Bar. Electric connection is provided in the wainscot face and a generous length of electric cord reels from behind the case. See the enlarged view to the left.

The large strong plate glass mirrors feature a mitre line for added beauty and measure 38 by 44 inches. Decorative chrome trim completes the styling.

Well-proportioned, overall height is 85 inches. Length of two chair case, 10 feet, 6 inches. Length of 3 chair case, as illustrated, is 15 feet. Each additional section, 4 feet, 6 inches.

KOCHS NO. K-849 STERILUNIT MIRROR CASE



TAILORED FOR EFFICIENCY

DISTINCTIVE AND MASCULINE STYLING set off this business-producing Back Bar. Well decorated and adequately illuminated for easy barbering. Stoutly constructed for service and work-engineered to save you time.

Real convenience is provided with the open clipper compartment in the cabinet, right handy to the duplex electric outlet in the wainscot. Just-right tool drawer and small drawer next to the clipper area. Ample sterilizer over the soiled towel compartment with its protective chrome trim. Inside a metal hamper to prevent damage to the fine Hazelwood, Natural Finish of the cabinets. Two separate large storage areas occupy the left side of the cabinets. Plenty of space here for clean linen and other needed supplies.

More than enough shelf and cabinet top on this efficient Mirror Case. Protected for wear with Black Formica and stainless steel edge trim. Space for all tonic bottles, latherizers, and other working tools.

Colorful contrast between the Black Formica wainscot faces and the tweedy-looking Tan Linen Formica panels above and between the mirrors. Narrow bands of shimmering chrome plated trim dignify the fixture and provide the modern background for the efficient, low operating cost fluorescent lights. The handsome plate glass mirrors are large, measuring 28 by 42 inches, topped off with decorative chrome clips.

Scaled to fit the barber shop, length of two chair case is 11 feet, 2 inches. Length of three chair case, as illustrated, is 16 feet, 1 inch. Length of each additional section is 59 inches. Height overall, 83 inches.

The lavatories illustrated are not included with the Mirror Case, but are No. K-8000, available in White Porcelain Enamel only. Please also see No. K-2647 Pedestal Lavatory on page 9, available in colors to match your barber chairs.

SUPER-DISPLAYS MEAN MORE PROFIT

PAYS FOR ITSELF IN NO TIME AT ALL with the Super Tonic Displays. Modern as the minute, sells those profitable tonics with no effort on your part. The customer sees them all dramatically called to his attention as you cut his hair. All he has to do is ask for it and you ring up another profitable extra.

And built stoutly for working ease and long life! Cabinets in the beauty of Natural Figured Hazelwood, work-designed for your working efficiency. Ample sterilizer and tool drawer that locks up tight. And above it, something new—a built-in clipper compartment to protect those valuable clippers! Chrome trimmed too for beauty and extra wear.

Very convenient too is the soiled towel compartment in the center top of the cabinet. Trimmed in chrome for protection of the fine wood and adding attractiveness also. Large "extra" compartment with frosted glass door for additional tools and other necessities. And look at that super-ample storage area enclosed by the two bottom doors. Just the thing for clean towels.

Cabinet tops and wainscot shelves wear-protected with Black Formica and banded for appearance and long service in stainless steel edging. Wainscot faces are protected with long-service Tan Linen Formica. Duplex electric outlets are furnished in each section.

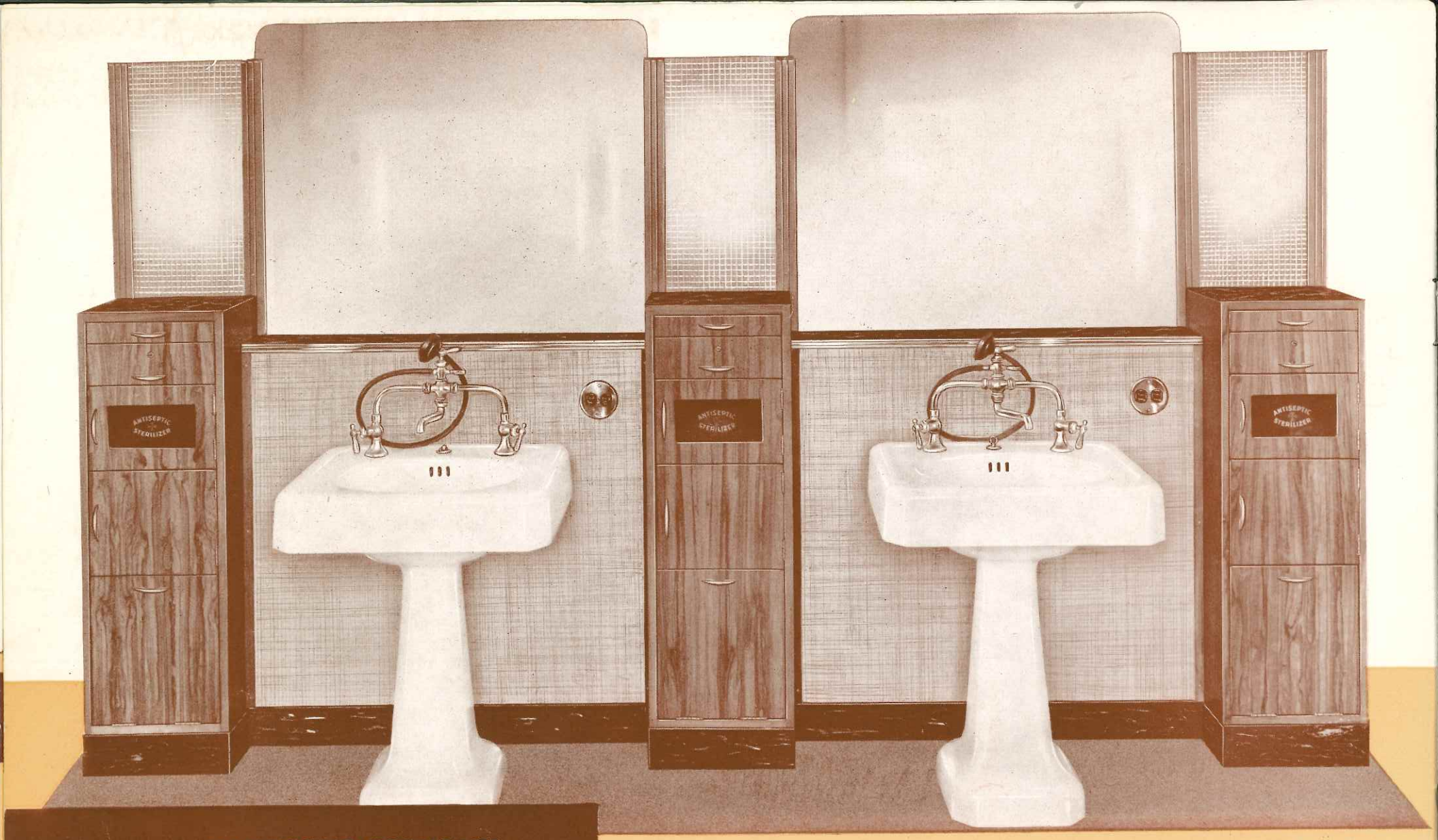
The emphatic open display compartments above are backed in Natural Figured Wood and equipped with a stout plate glass shelf. Modern fluorescent lights, hidden behind the capping, shine down on the displays and further increase the customer's desire for the wondrous consumer items that you offer.

Large, strong plate glass mirrors are generously proportioned, 31 by 36 inches.

Conveniently dimensioned, height overall is 77 inches. Length of two chair case is 11 feet, 7 inches. Length of three chair case, as illustrated, 15 feet, 7 inches. Length of each additional section, 5 feet.

Lavatories shown here are not included with the Mirror Case, but are No. K-8000, available in White Porcelain Enamel only. Please see No. K-2647 Pedestal Lavatory on page 9, available in colors to match your barber chairs.

KOCHS NO. K-972 SUPER-DISPLAY MIRROR CASE



HANDSOME ECONOMY

A REAL TRADE BUILDER with all the features of the most expensive Back Bars. Convenient to work with, sturdy in construction. Brings your shop up to date in the modern trend, bringing in more customers.

Stout work-arranged cabinets in the full beauty of Natural Figured Hazelwood. Notice the tool drawer with its larger partner right below it. Lock on the larger drawer also locks the small tool drawer. Ample sterilizer with large storage area beneath it. Bottom section contains towel hamper for soiled linen.

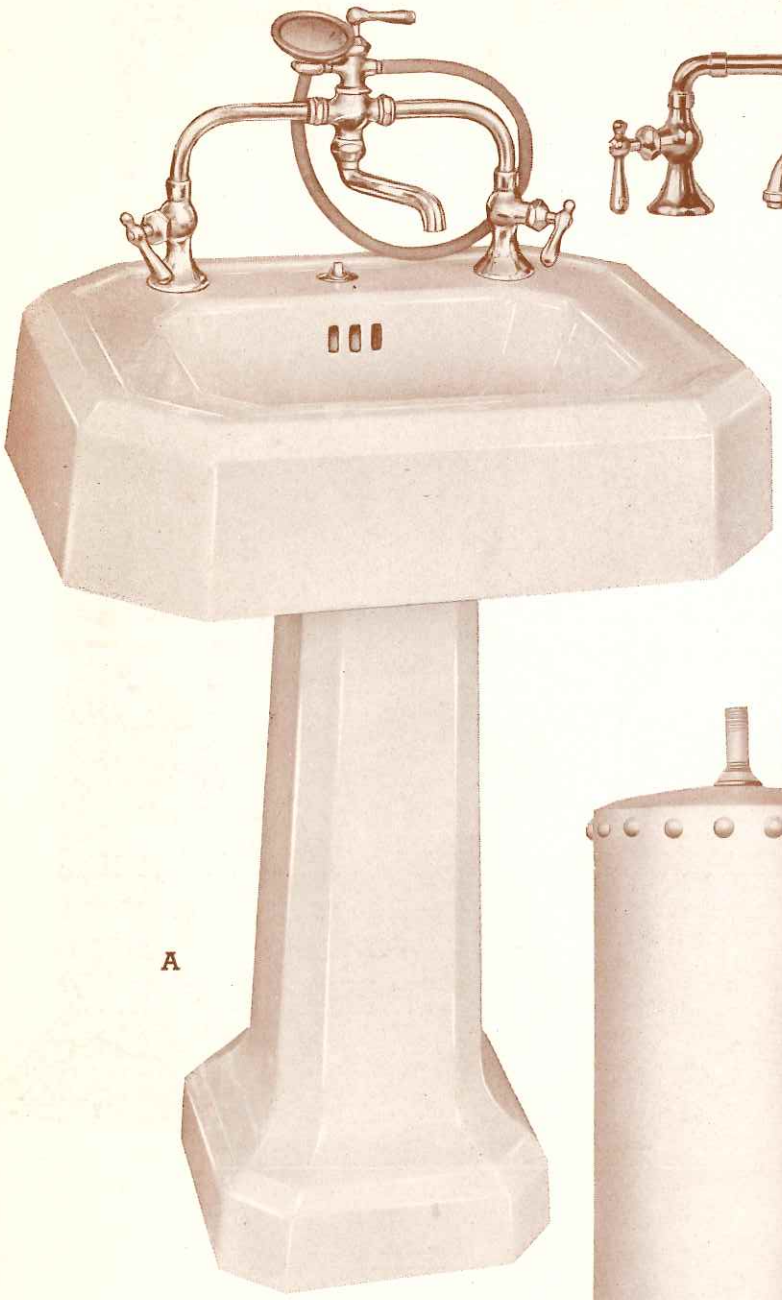
Sparkling checkered glass over cabinet is frosted and has a fluorescent light behind it for decoration and illumination. Large plate glass mirror, 32 by 40 inches. Wainscots, below mirrors, have shelf top covered in Black and White Pacolene, same as on cabinet tops, with long wearing stainless steel edge. Colorful, easy-cleaning, long-wearing Tan Linen Formica covers the wainscot proper.

Cabinets and wainscots have black and white rubber base for protection of the fine wood and formica. All cabinet handles are brilliantly chrome plated. Duplex electric outlet for each chair.

Important dimensions: Height overall, 72 inches. Length of 2 chair case, as shown, 10 feet, 4 inches. Length of each additional section, 4 feet, 6 inches. Lavatories are not included with the Mirror Case.

KOCHS NO. K-912 MIRROR CASE

The same business building fixture in a less expensive model, with Black Formica on wainscots in place of Tan Linen Formica, can be had by ordering Kochs No. K-911 Mirror Case.



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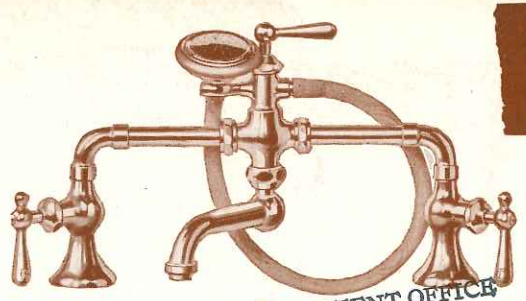

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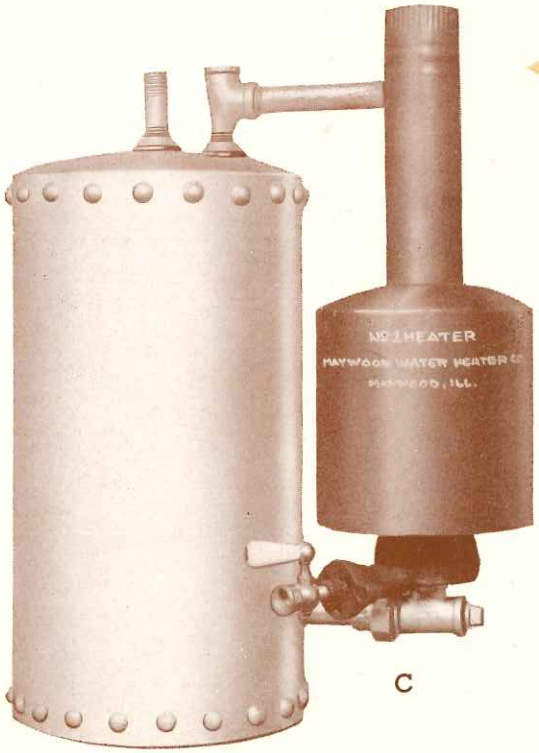


C

SHAMPOO AIDS TO GOOD GROOMING

A — PROFITABLE SHAMPOOING IS SO EASY with this sturdy beauty. Handsome in appearance, stoutly cast of grey iron, colorfully Porcelain Enameled for easy cleaning and long wear. Complete with Barber Style Shampoo Faucet with Swinging Spout, shampoo hose and spray; also plug and strainer.

Just the right dimensions for easy working with the large 20 by 24 inch top. Bowl opening is 12 by 15 inches.

To fit into your own decorating scheme in White, Ivory, Desert Tan, Nile Green, or Black Porcelain Enamel.

KOCHS NO. K-2647 PEDESTAL LAVATORY

B — REPLACE THAT WORN OUT FAUCET with this brilliantly chrome plated brass Barber Faucet. Swinging style spout. Water may be directed through spigot or out of long-wearing shampoo spray. Standard 12 inch centers.

KOCHS NO. K-6700 BARBER FAUCET

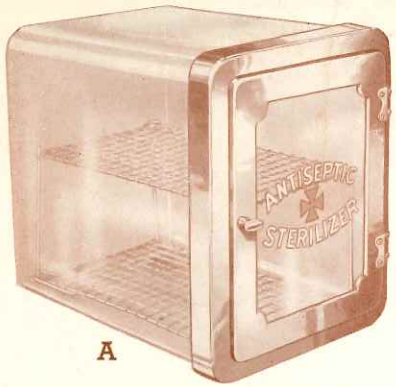
C — HOT WATER AT YOUR COMMAND with the Maywood Water Heater. Six gallon capacity, natural gas operated. Galvanized iron tank, tested under pressure. Complete and ready for installation.

KOCHS 6 GALLON MAYWOOD WATER HEATER

THE NEW SUPER-SEAT BARBER FAUCET, *not illustrated.* Guaranteed for 3 years against mechanical defects, excluding washers. No seat in body of faucet to cut or wear. A seat ring, loose and easily renewed when necessary, acts as both seat and seat washer. High grade brass construction, chrome plated. Standard 12 inch centers. With super-simple diverter. Complete with hose and spray.

KOCHS NO. K-6800 SUPER FAUCET

KOCHS



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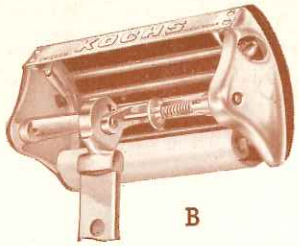

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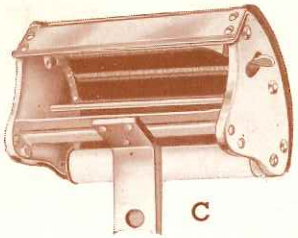

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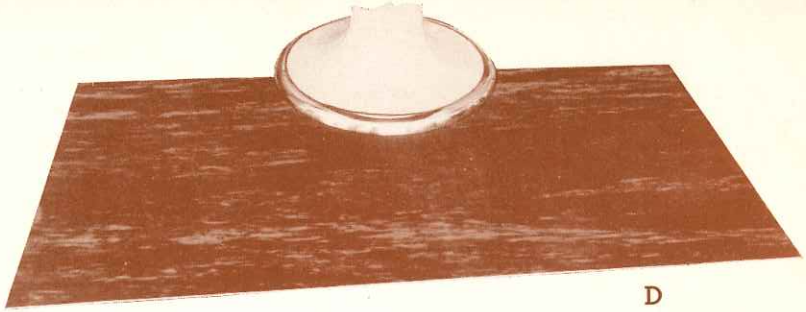

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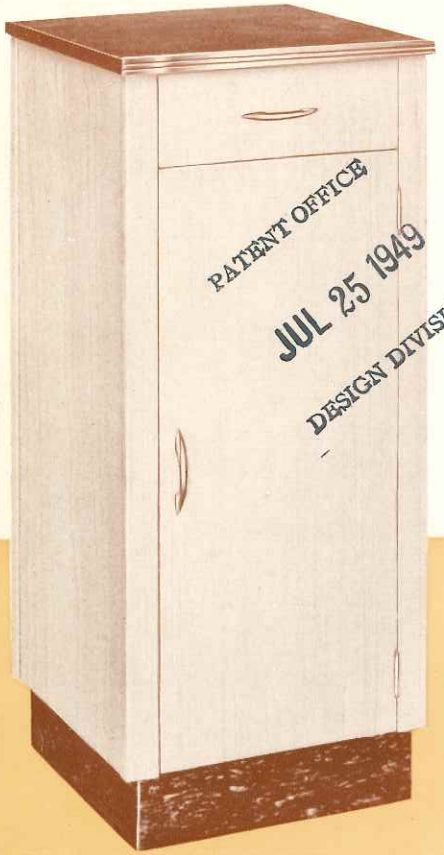

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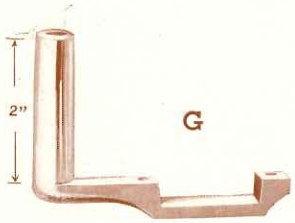

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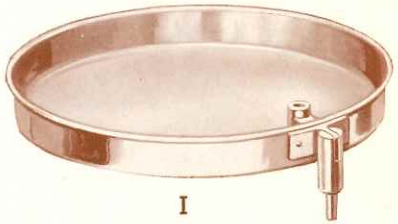

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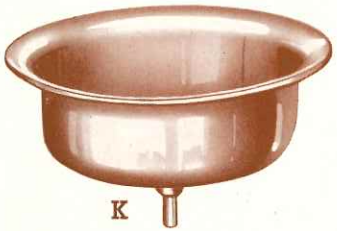

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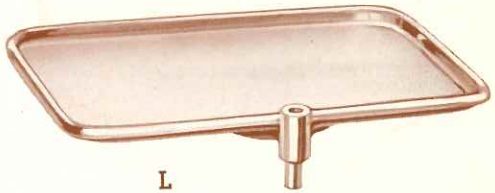


L

A—ALL CLEAR GLASS STERILIZER. Steel, chrome plated door frame, positive lock. Complete with two perforated metal shelves. Height 9½ inches, width 6¾, 10½ inches deep.
KOCHS NO. K-209 STERILIZER

B—ADJUSTABLE SPRING CUSHION HEADREST. Fully adjustable, leather covered pad.
KOCHS NO. K-2 HEADREST

NEEDED BY EVERY SHOP

C—HEADREST for all Kochs and Paidar Chairs. One-way adjustable.
KOCHS NO. K-3 HEADREST

D—EASY ON YOUR FEET is this sponge rubber mat. Solid one-quarter inch of spongy comfort, two color mottled surface. 64 inches long, 36 inches wide, standard 24 inch base cutout. Also available in straight runner lengths, 36 inches wide.
KOCHS NO. K-6400 RUBBER MAT

Also available in De Luxe Model. Comfort-giving sponge rubber with hard rubber surface, securely bonded together, for longer wear and easier cleaning. Two-toned mottled effect.
KOCHS NO. K-6450 DE LUXE RUBBER MAT

E—STURDY CASHIER'S STAND. Black and white mottled Pacolene top, edged in stainless steel. Cash Drawer with lock, large storage area.
KOCHS NO. K-2717 CASHIER'S STAND

F—COMFORTABLE for the customer.
KOCHS NO. K-508 MANICURE PAD

G—JUST WHAT YOU NEED for Manicuring or to provide an ash tray.
KOCHS NO. K-512 MANICURE SOCKET

H—SMOKER'S COMFORT. Handsome brown wrinkle finish ash tray. Complete with 5/16 inch pin.

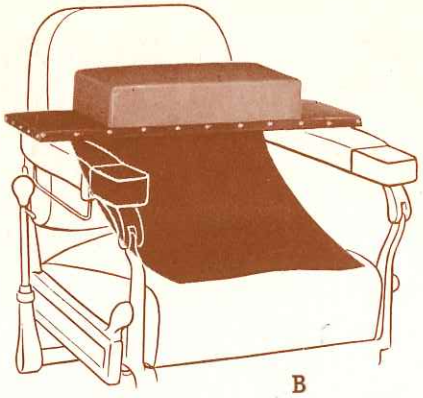
I—SO EASY TO WORK WITH.
KOCHS NO. K-507 MANICURE TRAY

J—KOCHS NO. K-503 MANICURE BOWL.

K—KOCHS NO. K-506 MANICURE BOWL.

L—HANDSOME IMPLEMENT TRAY Generously proportioned with 6 inch width and 9½ inch length.
KOCHS NO. K-504 MANICURE TRAY

ADD A SERVICE—ADD MORE PROFIT



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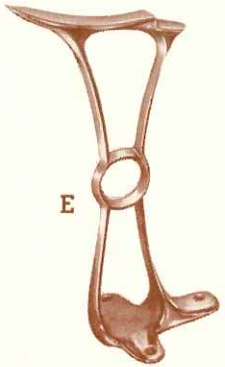

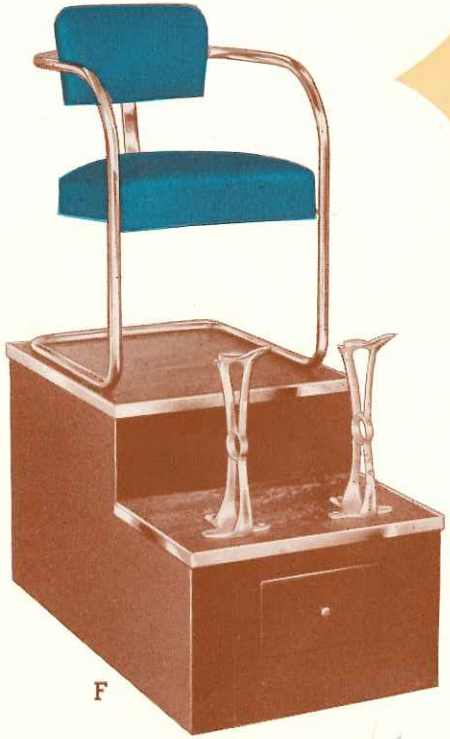

A—GLEAMING EFFICIENCY for shining shoes. Sturdily constructed of big one inch steel tubing, brilliantly chrome plated. Comfortable spring seat. Working tray and spacious "extra supply" drawer. Rubber covered platform. Sturdy jumbo footrests.

KOCHS NO. K-3680 SHINE STAND

The same efficient stand, but for 2 persons (44" overall width, 34" front to rear).

KOCHS NO. K-3693 SHINE STAND

B—INCREASE THOSE PROFITABLE CHILDREN'S HAIRCUTS with this comfort-aid. Gets the child up where you can work on him, and the apron protects your regular seat cushion from the scuffings of tiny feet. Can be adjusted to three positions for varying age groups.

KOCHS NO. K-117 CHILD'S SEAT

C—THE BOOTBLACK'S CHOICE. Light weight, portable Quick Shiner. Made of hardwood, finished in Hazelwood, Natural Finish. Chrome plated footrest. Ample storage space for brushes, polishes, shine cloths.

KOCHS NO. K-153 QUICK SHINER

D—EASY AND COMFORTABLE to shine shoes. Your porter can sit down while he works. Stout one inch steel tubing, superbly chrome plated. Completely equipped with tray for brushes and polish. Comfortable padded seat.

KOCHS NO. K-3598 QUICK SHINER

E—JUST THE THING to modernize that old-fashioned shine stand. Strong cast iron, foot comfort fashioned. Brilliantly chrome plated. 15 inches high.

KOCHS NO. K-6510 FOOTREST

The same stout footrest in black paint finish.

KOCHS NO. K-6500 FOOTREST

F—EASY TO WORK WITH, this hardwood stand finished black with lustrous chrome trim. Individual comfort-fashioned chair with spring seat and thick, padded back. Strong, cast iron footrests are chrome plated. Supply drawer in lower section.

KOCHS NO. K-3665 SHINE STAND—for 1 person

Also available in larger sizes.

KOCHS NO. K-3665-2 SHINE STAND—for 2 persons

KOCHS NO. K-3665-3 SHINE STAND—for 3 persons

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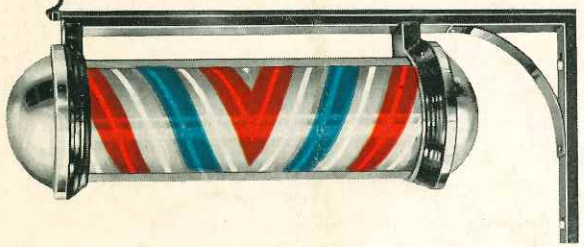
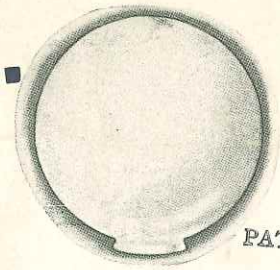
DESIGN DIV.

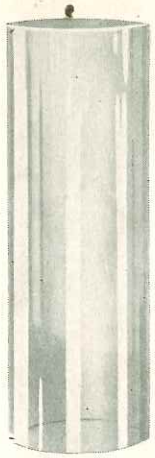
A





B

PATENT OFFICE
JUL 25 1949
DESIGN DIVISION

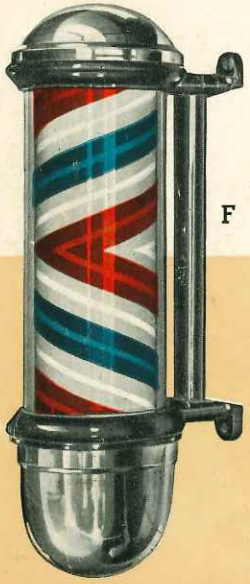


C

PATENT OFFICE
JUL 25 1949
DESIGN DIVISION

D

E



F

G

ATTRACT NEW BUSINESS

A—LET THE CUSTOMER KNOW YOU'RE IN BUSINESS. Sturdy "hang over the sidewalk" pole that is easily seen far up and down the street. Extends 34 inches from wall. Dome and bowl are spun copper with a super-chrome plate finish. Collars are porcelain enameled while hanging bar is baked black finish. Glass cylinder is 8 x 19 inches. Neolite Spearhead Paper Cylinder is 6¾ x 19 inches. For alternating current, 110 volts, 60 cycles only.

KOCHS NO. K-701 BARBER POLE

B—THE FINISHING TOUCH for the older style pole. Glass globe made of opal glass so that light bulb does not show through. Made in various sizes. Please see price list.

KOCHS GLASS GLOBES

C—GET THAT POLE RUNNING AGAIN. Install a new clear glass cylinder. Made in various sizes. Please see price list.

KOCH[illegible] CLEAR GLASS [illegible]INDERS

D—REPLACE THAT FADED CYLINDER with a handsome Neolite Spearhead Paper Cylinder. More colorful in daylight, more brilliant at night. Gives the impression of two cylinders revolving in opposite directions. Made in the large sizes only. Please see price list.

KOCHS NO. K-908 NEOLITE SPEARHEAD PAPER CYLINDER

E—FEATURE ATTRACTION is this Spiral Neolite Paper Cylinder. More brilliant at night, more colorful in daylight. Made in the small sizes only. Please see price list.

KOCHS NO. K-907 NEOLITE SPIRAL PAPER CYLINDER

F—DRAWS THE CUSTOMERS IN. Sturdy bracket type pole for attachment to the wall. Dome and bowl are spun copper with super-chrome plate finish. Collars are black porcelain enamel. Back bar finished in baked crinkle finish. Height overall is 33½ inches. Glass cylinder is 8 x 19 inches. Neolite Spearhead Paper Cylinder is 6¾ x 19 inches. For alternating current, 110 volt, 60 cycles only.

KOCHS NO. K-685 BARBER POLE

G—INEXPENSIVE REMINDER. Porcelain enameled iron sign. Both sides alike. Finished in traditional red, white, and blue. Size 12 by 24 inches, with 1½ inch flange for easy attachment to wall or post.

KOCHS NO. K-164 SIGN

KOCHS

Printed in U.S.A.